

ORDER

FIRST COAST NEWS



A GANNETT COMPANY

Orders
Order / Rev: 711782
Alt Order #: 6305101
Product Desc: SODERBERG FOR SENATE
Estimate: 582
Flight Dates: 10/09/12 - 10/15/12
Original Date / Rev: 09/20/12 / 09/20/12
Order Type: Political

WTLV-TV
Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Abar Hutton Media/ POL
Buying Contact:
Billing Contact:
 6190 Grovedale Court Suite 200
 Alexandria, VA 22310

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Soderberg, N/ D/ State Senate
Demographic: A35+
Product Codes: PL-State Senate
Priority: P-1
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 10/01/12 | 10/15/12 | 53 | \$17,415.00 | \$14,802.75 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|--------------------|--------------------|-------------|
| October 2012 | 53 | \$17,415.00 | \$14,802.75 | 0.00 |
| Totals | 53 | \$17,415.00 | \$14,802.75 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Jim Quinn | | | Start Of Order - End Of Order | 100% |

| Order Share | Share | Total |
|-------------|-------|-------------|
| WTLV-TV | 32% | \$17,415.00 |
| Market | 100% | \$54,421.88 |

| Competitive Share | Share | Total |
|-------------------|-------|-------------|
| CABLE | 0% | \$0.00 |
| WAWS | 7% | \$3,809.53 |
| WCWJ | 2% | \$1,088.44 |
| WJXT | 33% | \$17,959.22 |
| WJXX | 7% | \$3,809.53 |
| WTEV | 19% | \$10,340.16 |

CFLS

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|------|----------|----------|-------------------------|-------|----------------------------|---------|-----|-------|----------|-----|------|------|-------|------------|
| N 3 | WTLV | 10/10/12 | 10/12/12 | M-F 6-7a M-F 6-7am | CM | 6a-7a (6:00 AM-6:30 AM) | --W-F-- | :30 | 2 | \$900.00 | P-1 | 0.00 | NM | 0 | \$0.00 |
| Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 --W-F-- 2 \$900.00 0.00 | | | | | | | | | | | | | | | |
| Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type 1 WTLV 10/08/12-10/14/12 M-F 6-7a 6a-7a (6:00 AM-6:30 A--W--F---- :30 (\$900.00) 0.00 NM Credited [CR] | | | | | | | | | | | | | | | |
| 2 WTLV 10/08/12-10/14/12 M-F 6-7a 6a-7a (6:00 AM-6:30 A--W--F---- :30 (\$900.00) 0.00 NM Credited [CR] | | | | | | | | | | | | | | | |
| N 5 | WTLV | 10/09/12 | 10/15/12 | Today Show M-F 7-9am | CM | 7a-9a (7:00 AM-8:00 AM) | MTWTF-- | :30 | 4 | \$800.00 | P-1 | 0.00 | NM | 4 | \$3,200.00 |

Order / Rev: 711782
 Alt Order #: 6305101
 Flight Dates: 10/09/12 - 10/15/12

Advertiser: Soderberg, N/ D/ State Senate
 Product Desc: SODERBERG FOR SENATE
 Estimate: 582

WTLV-TV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|------|-------------|-------------------|-------------------|--|-------|-----------------------|-----------------|---------------|-------------|--------------|-----|---------------|-------------|-------|-------------|
| N 5 | WTLV | 10/09/12 | 10/15/12 | Today Show M-F 7-9am (7:00 AM-8:00 AM) | CM | 7a-9a | MTWTF-- | :30 | 4 | \$800.00 | P-1 | 0.00 | NM | 4 | \$3,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | Week: | 10/09/12 | 10/15/12 | MTWTF-- | | 4 | | | \$800.00 | | | 0.00 | | | |
| N 10 | WTLV | 10/09/12 | 10/15/12 | M-F 1230-1p Extra | CM | M-F 1230p-1257p | MTWTF-- | :30 | 4 | \$100.00 | P-3 | 0.00 | NM | 4 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | Week: | 10/09/12 | 10/15/12 | MTWTF-- | | 4 | | | \$100.00 | | | 0.00 | | | |
| N 11 | WTLV | 10/09/12 | 10/15/12 | Days of Our Lives Days of Our Lives | CM | M-F 1p-2p | MT--F-- | :30 | 2 | \$125.00 | P-3 | 0.00 | NM | 2 | \$250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | Week: | 10/09/12 | 10/15/12 | MT--F-- | | 2 | | | \$125.00 | | | 0.00 | | | |
| N 17 | WTLV | 10/10/12 | 10/12/12 | M-F 7-730p Wheel of Fortune | CM | M-F 7p-7:30p | --W-F-- | :30 | 2 | \$1,000.00 | P-1 | 0.00 | NM | 0 | \$0.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | Week: | 10/08/12 | 10/14/12 | --W-F-- | | 2 | | | \$1,000.00 | | | 0.00 | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| | 1 | WTLV | 10/08/12-10/14/12 | M-F 7-730p | | M-F 7p-7:30p | --W--F---- | :30 | | (\$1,000.00) | | 0.00 | NM | | |
| | | Credited [CR] | | | | | | | | | | | | | |
| | 2 | WTLV | 10/08/12-10/14/12 | M-F 7-730p | | M-F 7p-7:30p | --W--F---- | :30 | | (\$1,000.00) | | 0.00 | NM | | |
| | | Credited [CR] | | | | | | | | | | | | | |
| N 18 | WTLV | 10/09/12 | 10/11/12 | M-F 730-8p Jeopardy | CM | M-F 7:30p-8p | -T-T--- | :30 | 2 | \$1,200.00 | P-1 | 0.00 | NM | 0 | \$0.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | Week: | 10/08/12 | 10/14/12 | -T-T--- | | 2 | | | \$1,200.00 | | | 0.00 | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| | 1 | WTLV | 10/08/12-10/14/12 | M-F 730-8p | | M-F 7:30p-8p | -T-Th----- | :30 | | (\$1,200.00) | | 0.00 | NM | | |
| | | Credited [CR] | | | | | | | | | | | | | |
| | 2 | WTLV | 10/08/12-10/14/12 | M-F 730-8p | | M-F 7:30p-8p | -T-Th----- | :30 | | (\$1,200.00) | | 0.00 | NM | | |
| | | Credited [CR] | | | | | | | | | | | | | |
| N 21 | WTLV | 10/10/12 | 10/10/12 | Wed Prime C Wed Prime C | CM | Wed 10p-11p | --W---- | :30 | 1 | \$2,100.00 | P-1 | 0.00 | NM | 0 | \$0.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | Week: | 10/08/12 | 10/14/12 | --W---- | | 1 | | | \$2,100.00 | | | 0.00 | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| | 1 | WTLV | 10/08/12-10/14/12 | Wed Prime C | | Wed 10p-11p | --W----- | :30 | | (\$2,100.00) | | 0.00 | NM | | |
| | | Credited [CR] | | | | | | | | | | | | | |
| N 23 | WTLV | 10/13/12 | 10/14/12 | Sa-Su 6-630p Sa-Su 6-6:30pm | CM | Sat-Sun 6p-6:30p | -----SS | :30 | 1 | \$335.00 | P-3 | 0.00 | NM | 1 | \$335.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | Week: | 10/08/12 | 10/14/12 | -----SS | | 1 | | | \$335.00 | | | 0.00 | | | |
| | | | | | | | | | | | | | Totals | 53 | \$17,415.00 |

FAX# 610-225-7233

REP: TEL# 610-293-4100
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS RPT.

REP HEADLINE# 6305101
NEW

\$\$\$ MOD# 0: APPROVED REV #1 \$\$\$
DELETE
ORDER

BIAS#
1/AGENCY#
2/ADVERTISER#
3/PROD# EST#582
20/EOS 4/SLSP#
5/REP#
21/BILL WK.
63/PCON 64/ACON
11/RATE CARD
14/ORDER TYPE
57/CO-OP TYPE
59/STATE TAX
ABAR HUTTON MEDIA
POLI/N SODERBERG/D/SSN7/FL
SODERBERG FOR SENATE
JIM QUINN
- PHILADELPHIA
9/AREA
10/BILL CODE
16/BYR - BARBARA ABAR
17/RTG SVC - NSI
CO-OP KEY D/P REC#
58/CITY TAX

REP: REVISED LNS 3,17,18,21
CANX LNS 5,10,11,23
REVISED TTL:\$17,415
PLS CNF
THANKS
ANGELA

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION

CONTRACT TOTAL 17415.00
TOTAL SPOTS 53

AGENCY - 6190 GROVEDALE COURT, SUITE 200
ADDRESS ALEXANDRIA, VA 22310
START DATE-OCT9/12 END DATE-OCT15/12 WK-1